



# PBS KIDS

## External Producer Delivery Guide

10/12/2021

# Quick Overview

**Production**



**Producer-Vendor**  
Refer to:  
[Video File  
Specifications](#)

**Submission**



Refer to: [Using the  
DAM](#)

**Review**



**PBS KIDS screens all  
video submissions +  
metadata and  
approves or requests  
revisions.**

**Distribution**



**PBS KIDS team  
Published directly to  
the Source.**

For technical questions, contact [dam@pbs.org](mailto:dam@pbs.org).

For content/usage rights questions, contact the PBS Producer.

For all other questions, please contact your PBS programming representative.

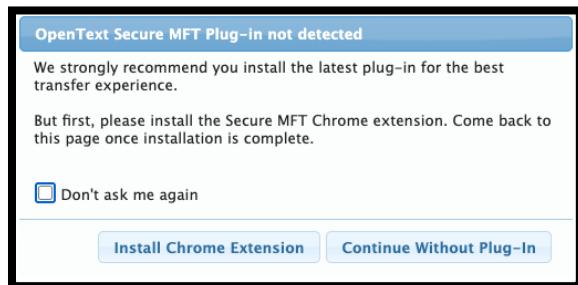
# USING THE DAM

## Features:

- **Upload** one or more videos at once.
- **Add and edit metadata** before and after uploading.
- **Preview, download, and transcode** videos from your asset library
- **Take action in bulk**: bulk edit, bulk download, bulk share.
- **Share assets** with other DAM users **via email links**.
- **Share with external users** via download link

**To get started:** Go to [dam.pbs.org](https://dam.pbs.org).

The first time you login to the PBS DAM, you will be prompted to install the **MFT** client plugin. MFT provides a faster and more stable upload and download experience. Also, it is required for use with large video size files. Install, and then clear your cache and restart the browser. Use Chrome Browser, MFT does not work with other browsers.



A screenshot of the PBS DAM interface. On the left, there are two panels: "KIDS - Under Review" and "KIDS - Final Assets", both showing lists of saved search results with thumbnail previews. On the right, there is an "Upload" panel with a large dashed area and an upward arrow icon, labeled "Drag files here". The top navigation bar includes icons for search, clock, help, and user profile.

# UPLOAD

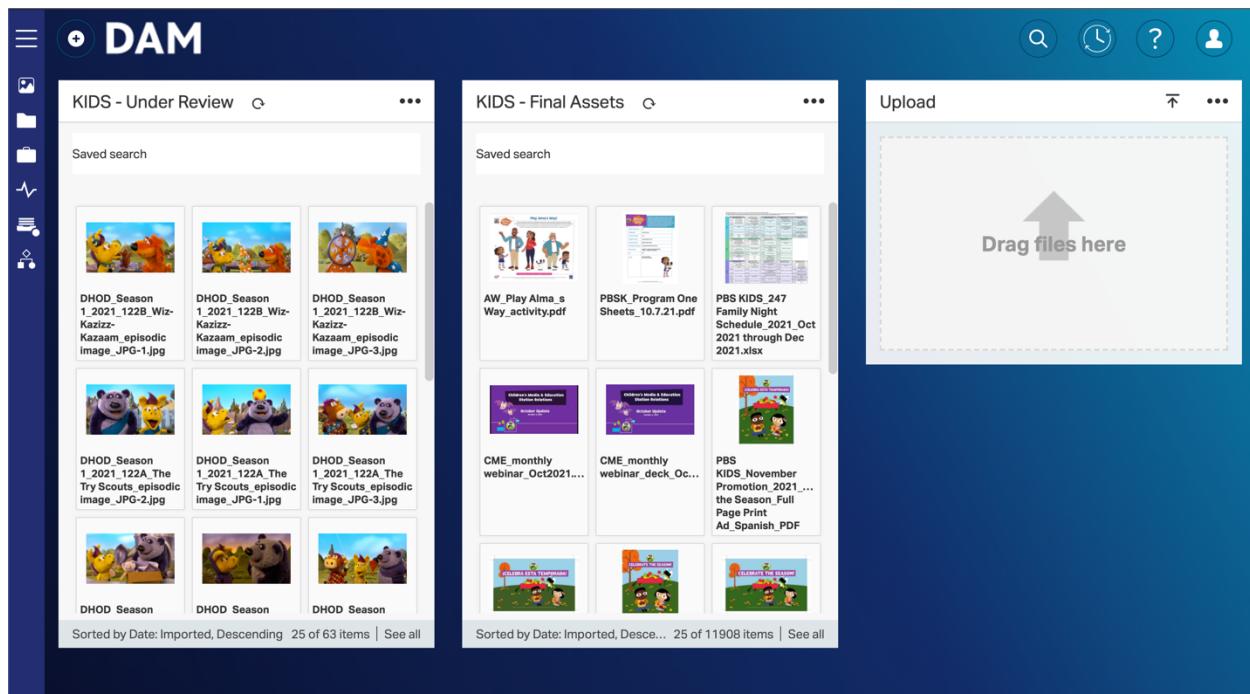
## Before starting, please note:

When uploading native files (.ai, .indd, .psd) – make sure they are compatible with older versions of the software, such as CS6 or CS4.

Materials must be approved by your PBS KIDS contact prior to uploading.

## STEP 1: SELECTING FILE(S) FOR UPLOAD

- In order to upload, you must have **OpenText Secure MFT Transfer Manager** open.
- Once the MFT window is open, click the “New Assets” arrow to begin uploading.
- Rename the asst file to exactly match the asset title, using the PBS KIDS naming convention BEFORE uploading the file.
- Using the New Assets widget, click the add new files arrow and then navigate to the assets on your computer.
- You can upload a file at a time, or bulk upload assets of the same asset type.



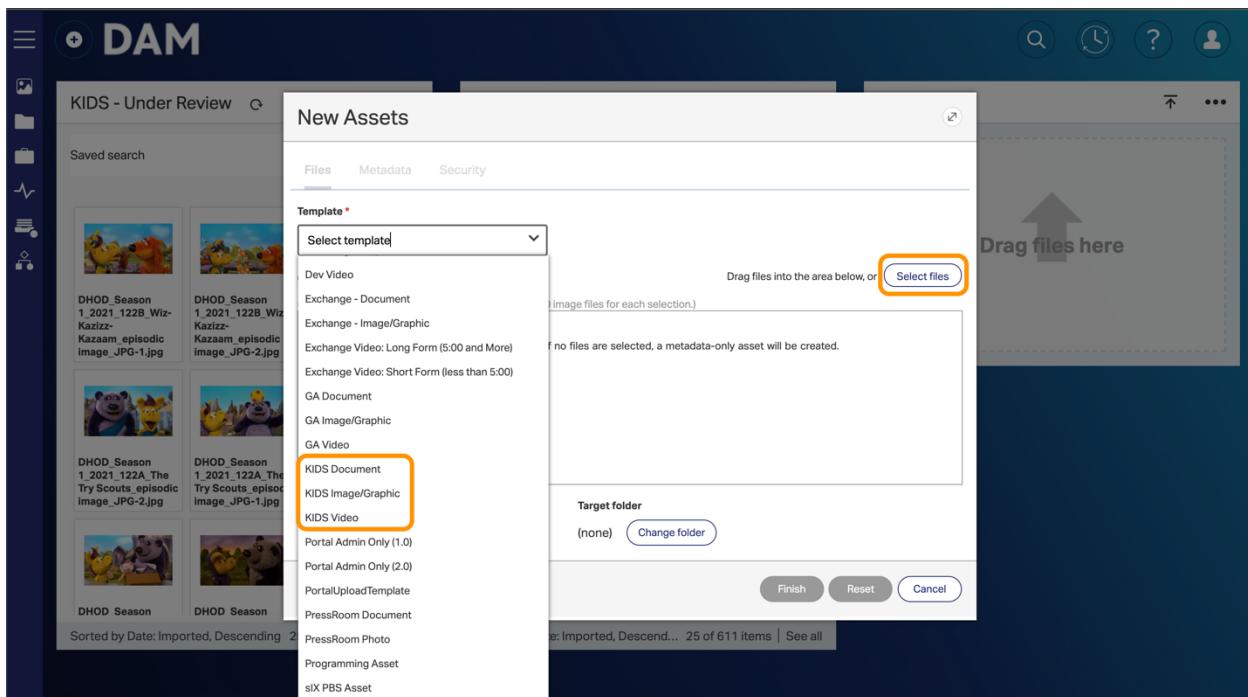
(Your DAM homepage may appear different from the screenshots provided in this guide)

## STEP 2: SELECT ASSET TYPE

Once you've selected your file(s), select a template (aka: file type).

The PBS KIDS team has three options to select from – Document, Image/Graphic, or Video.

**REMINDER: if you're uploading a native file, like .PSD, .INDD, .AI, etc. make sure that it is backwards compatible. There are many who do not have the most current version of the software.**

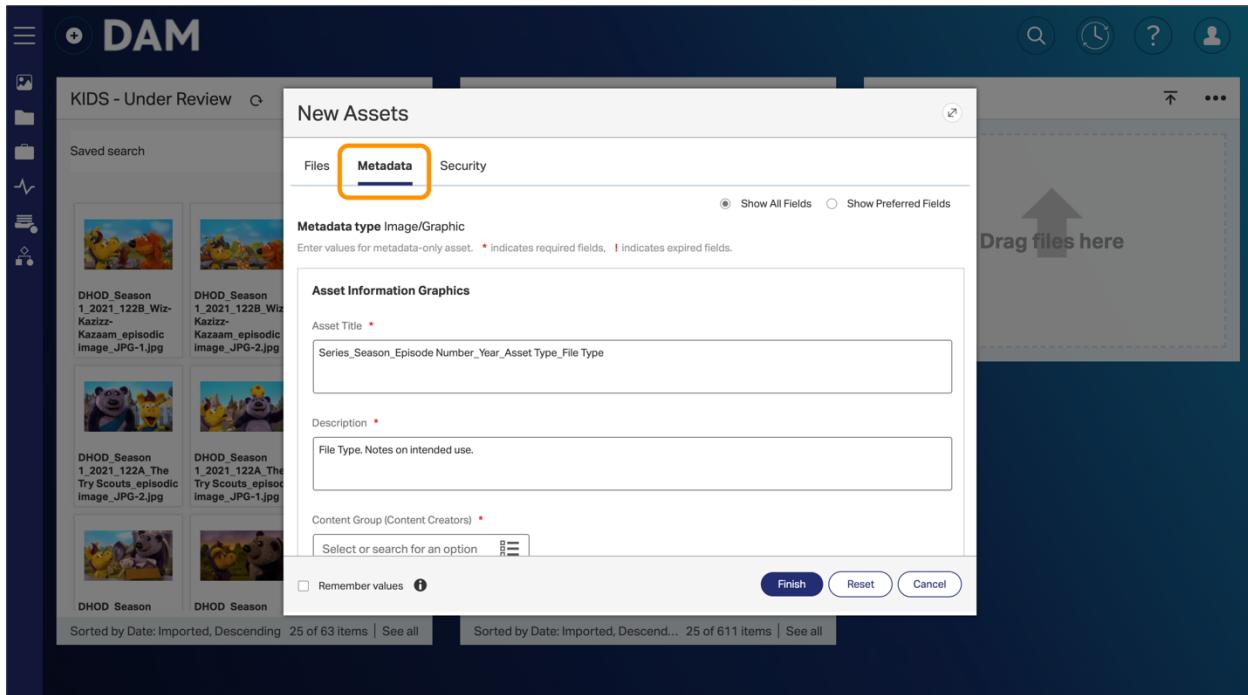


**“Document” file types:** brochure, activity/coloring sheet, contact lists, contract, creative brief, episode summary, fact sheet, general, instructions/guides, invoice, Lesson Plans, One-Sheet, Other, Paid Media plans, postcard, presentation, program guide, report, rundown, script.

**“Image/Graphics” file types:** background, banner, billboard, chart, color palette, diagram, eCard, email signature, font, graphic, image, infographic, logo, KIDS brand, map, packaging element, postcard, poster, print ad, program guide cover, show title treatment, social media, stock.

**“Video” file types:** animation, b-roll, clip(s), filler, full program, interstitial, KIDS brand, other, packaging element, pre-roll, presentation, program preview, promo, raw footage, stock footage.

## STEP 3: ENTER METADATA



The metadata template will prompt you to enter required information:

- **\*Asset title** – there's a naming convention for image/graphic, documents, and video files you should follow, be sure the file is correctly named **BEFORE** uploading to the DAM:

**Each asset must have a unique title**

- o **Image/graphic & document:** Series Name\_Season\_EpisodeNumber\_Year\_AssetType\_File

*Example: Let's Go Luna!\_Season 1\_Episode 4\_2018\_Episodic Image\_JPG*

- o **Video:** Series Name\_Program\_Season\_Episode\_Campaign\_Year\_Asset Type\_Version\_Duration

*Example: Dinosaur Train\_Season 7\_Episode 12\_Holiday Programming\_2018\_Episodic Promo\_Cobrand Clean\_30*

**Please note:** Not all categories are relevant to all content types.

**\*Description:** File Type = PNG, JPG, ProRes, Mp4, etc. and any additional vital information about the assets. (particularly rights information)

**\*Asset Type:** Second dropdown to categorize specific type of media asset

**Branded (for video):** is the spot PBS KIDS branded, or is it cobrand/clean for stations?

**Department Owner:** KIDS

**Station Business Use: De-** Select the business uses that do not apply to the asset. Multiple can exist.

**Delivery Status:** Delivered

**Duration:** If this is a video, select the duration.

**Usage to Rights:** Select the appropriate rights, if applicable. If using dates- select and also utilize:

**Usage From and Usage To (EXPIRATION):** Provide availability and expiration date here.

**General Rights and General Rights Usage Notes:** De-select the rights that the asset is not cleared for.

Include **Talent Name, Talent Info, Talent Use, etc.** within their respective fields if applicable.

**Associated Series:** Provide the series name if part of a series.

**External Producer Contact:** Provide first, last name and email

## STEP 4: SELECT SECURITY SETTINGS

Click the Security tab and with “**All Policies**” selected, search for and select your security policy –You may only have one or two options to select from– then Assign. Then view “Assigned Policies” and REMOVE the General Security Policy. This allows the PBS KIDS team to see your asset in the DAM. Hit Finish

The screenshot shows the DAM (Digital Asset Management) interface. On the left, there's a sidebar with icons for file types like images, audio, and video, and a search bar labeled "KIDS - Under Review". The main area is titled "New Assets" and has tabs for "Files", "Metadata", and "Security". The "Security" tab is active, and a radio button for "Assigned policies" is selected, highlighted with an orange box. Below this, there's a search bar "Refine by keyword" and a "Show full descriptions" checkbox. The results table has columns for "ID", "Name", and "Assigned". There are two rows: one for "General Security Policy - Replace with Specific Policy" where the "Assigned" checkbox is unchecked, and another for "PBS KIDS External Producers" where it is checked. Both rows have "View permissions" links. At the bottom, there are buttons for "Finish", "Reset", and "Cancel". A large "Drag files here" area is visible on the right.

## STEP 5: Notify PBS KIDS

Notify your PBS KIDS contact that the new assets are available.

# ADDITIONAL FEATURES OF THE PBS DAM

## Edit:

### > Edit metadata for multiple assets.

In the gallery view, highlight the assets you want to edit together by clicking each once, when selected they are highlighted in blue. Then click the “Edit” button on the toolbar above all the assets. Refer to the Metadata reference page (p. 6) for list of field names.

## Share:

### > Email link to *internal* users.

Highlight the asset(s) by clicking the upper-left corner of the asset in the gallery view, click the Share button, and select the “Email” Fill in the email form that appears.

## Transcode:

### > Download files to different specs for online or email.

Highlight the asset(s) and click “Download”. Choose “Custom configuration”, from the drop down next to each asset, select the transcode option(s), and click “Add”. To rename your file zip, twirl down “Advanced settings” and rename from “Download.zip” Then press “Finish”. Check “My Activities” to see status of download. When “Completed”, click the link to begin downloading using MFT.

## Trouble-Shooting:

### > First: If your asset does not appear in the DAM...

Double check to make sure your security policy has been assigned. This typically happens when only the default “General Security Policy” is assigned.

### > Check Out / Check In Process

The Check Out/Check In feature serves the purpose of replacing an asset with a new version, while keeping the original metadata. This is a quick work-a-round for assets that need a new revised version in the Source. This is also a good step to complete if the image proxy does not appear after initial upload.

#### Steps:

Double click the asset to view. Click “More”, and from the dropdown, click “Checkout”. Click the dropdown again, and hit “Check-in”. A window will prompt you to upload the

original/revised file, with the same file name. Once complete, hit “Check-in”. Click the “My Activities” tab, and once the status is “Completed”, a new version will appear.

### > **Attach Preview Process for files without proxy.**

Sometimes with document uploads, the image proxy will not appear. If your image is missing from the asset, go into “More” and select “Attach Preview”. From the pop-up window, you will be prompted to “select file” or simply drag and drop the image. This will provide a preview image visible for users to see as they scroll through assets.

# Rights Management & Business Use Definitions

## **Station Business Use:**

### General tune-In

Asset content usable for stations to promote program tune-in information.

### Station On-Air

Asset content usable for PBS station on-air/broadcast promotion

### Events

Asset content usable for PBS station events

### Fundraising

Asset content usable for PBS station fundraising

### Station Website

Asset content usable for PBS station websites

### Social Media

Asset content specifically designed and usable for the purpose of PBS station social media platforms (YouTube, Facebook Instagram, etc..).

*\*For this field, please specify additional platform eligibility in the Social Business Use field under General Rights Usage Notes*

### Outreach

Asset content usable for PBS station awareness/outreach efforts

### Community Engagement

Asset content usable for PBS promoted community engagement efforts

### Public Relations

Asset content usable for public relations purposes in direct promotion of the program's broadcast.

### Web

Assets usable for PBS stations for social media platforms (YouTube, Facebook, Instagram) and third party sites, but **may** not have been specifically designed for social media use.

## **General Rights Usage:**

### All Media

Rights cleared for all media types and uses

### PBS AIR

Rights cleared for PBS/Station on-air promotion

### PBS.org

Rights cleared for PBS.org and member station websites

### Fundraising

Rights cleared for PBS/Station fundraising purposes Industrial

### Industrial

Rights cleared for PBS/Station industrial purposes (billboards, vehicles, etc.)

### Institutional

Rights cleared for internal PBS/Station internal use (webinars, presentations, etc.)

### 3<sup>rd</sup> Party Internet

Rights cleared for 3<sup>rd</sup> party, non-PBS.org Internet sites. This also includes external organization website promotion and/or PBS station producer social accounts (Facebook, Instagram, Twitter, YouTube).

### Cable

Rights cleared for external cable provider promotion (Verizon, Comcast, Xfinity)

### 3<sup>rd</sup> Party Streaming

Rights cleared for 3<sup>rd</sup> party streaming websites outside of PBS applications (Amazon, iTunes, Google, Netflix, Hulu).

*\*For platform specificity, please note in the General Rights Usage Notes below.*

### Streaming

Rights cleared for PBS.org streaming, Passport, PBS applications, both mobile and OTT applications

*\*For platform specificity, please note in the General Rights Usage Notes below.*

### Cleared for Print

Rights cleared to be utilized as a print media piece.

### Promotional:

Can be used for all generic promotional uses. No restrictions.

In Perpetuity

Rights for promotional use depend on the rights of the PBS program

Other

This should be selected if this usage field is **not mentioned**.

Explain in the General Rights Usage Notes